



## VANESSA KNOPPKE-WETZEL

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608.239.5610

### ABOUT ME

I am detail-oriented cartographer, analyst, and designer who is passionate about aesthetics, storytelling, and education.

My education-oriented work anchors on the belief that everyone can become a better analyst, designer, and storyteller - even if they never have been in the spatial industry.

Review writing and video samples here:

- [writing samples](#)
- [talk/education samples](#)

### SKILLS

ESRI Suite (ArcPro, AGOL, etc), Javascript, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Mapbox Studio, Mapbox GL JS, HTML/CSS, QGIS, & more

### EXPERIENCE

#### **CARTOGRAPHER, PROJECT MANAGER, ASSOCIATE DIRECTOR • GREENINFO NETWORK • NOV 2021 – PRESENT**

1. Project manage geospatial projects, providing direction to projects and clients, and supporting the project team during project trajectory.
2. Create static and interactive maps from start to finish (data to design).
3. Build educational content for GIS, cartography, tools, and more via documentation, workshops, and talk presentations.
4. Support organization-wide operations, marketing needs, staff development and skills growth, and more.

#### **SENIOR MAP DESIGNER • MAPBOX • SEPT 2019 – SEPT 2021**

Interactive basemap design for clients from weather industry to navigation design, where I worked alongside customers in order to build and design maps that work well for their brand, and also built custom Components for Mapbox Studio using GL-JS.

R&D for new cartographic products and producing experimental designs, to showcase the breadth of use that Mapbox Studio has - beyond "out-of-the-box" use cases.

Education-wise, build out curriculum for and give webinars, workshops, and talks to help others learn more about cartography and Mapbox Studio.

#### **ADJUNCT PROFESSOR • GEORGE WASHINGTON UNIVERSITY JAN 2021 – SPRING SEMESTER**

Created a new Cartography & Geovisualization course curriculum and taught undergraduate and graduate students cartographic theory, design techniques, different spatial and design softwares, ethics in cartography, as well as design critique.

## EDUCATION

### UNIVERSITY OF WISCONSIN - MADISON • 2012 - 2014

MS – Cartography & GIS

### UNIVERSITY OF WISCONSIN - MADISON • 2008 - 2012

BS – Cartography & GIS

BS – Geography with

emphasis on

People/Environment

Interactions

BA – Spanish Linguistics and  
Literature

## LEADERSHIP AND VOLUNTEERING

### DIRECTOR AT LARGE FOR THE NORTH AMERICAN CARTOGRAPHIC INFORMATION SOCIETY, 2020 - 2022

- Chair of Diversity, Equity,  
and Inclusion Committee
- Member of Nominations  
Committee

### EDITOR FOR VOLUME 6 OF THE ATLAS OF DESIGN, [atlasofdesign.org/about](https://atlasofdesign.org/about)

### FOUNDER OF #CREATIVECARTO [creativecarto.github.io](https://creativecarto.github.io)

### CO-HOST • URHERE PODCAST • JAN 2021 – DEC 2021

On a weekly basis, Vanessa and Gretchen Peterson talked about different maps (historic to modern) and broke down the maps' history and about design, to teach listeners more about cartography.

### CARTOGRAPHER AND GRAPHIC DESIGNER • NATIONAL FISH AND WILDLIFE FOUNDATION • APRIL 2017 – SEPT 2019

I branded NFWF maps and graphics, in addition to helping to bring more spatial data visualizations (both static and interactive) and graphics to a range of products - from fact sheets and grant slates to major publications - for internal and external planning and information exchange. I also was the spatial liaison for external communication, in order to fix inaccuracies and update the NFWF programs spatial database.

### GIS ANALYST • USAID OFFICE OF FOREIGN DISASTER ASSISTANCE APRIL 2015 – APRIL 2017

I project managed all work for South & Western African Nations (SWAN) and provided geospatial services to USAID/OFDA's humanitarian work in the form of maps and graphics, spatial analysis, and technical team projects. Projects include sudden onset taskers as well as long term creations and updates, in print and on the web. Additionally, I also rebranded many of OFDA's maps not only enhance aesthetics, but also improve legibility.

### CARTOGRAPHIC CONSULTANT • THE ASIA FOUNDATION SEPTEMBER 2013

The cartographic design expert, leader, and teacher for a project in Ulaanbaatar, Mongolia. I led the production of ~300 maps (and helped to make them as well) in order to visually communicate the needs of the impoverished ger communities, while also restructuring the production process and database management. I participated in formal and informal working meetings with government, private sector, and non-governmental leaders, and technical staff.

### CARTOGRAPHER • CARTOGRAPHY LAB • APRIL 2012 – MAY 2014

I managed and led multiple projects requiring geographic analysis and design needs of the University of Wisconsin system, government agencies, authors and publishers as well as many commercial clients, in addition to any other regular Cartography Lab needs, as mentioned below. Additionally, I also trained other cartographers as needed.